



U.S. CUSTOMS AND BORDER PROTECTION WEST COAST TRADE SYMPOSIUM

May 24-25, 2017

Double Tree Resort: Scottsdale, Arizona

“Looking Ahead Together: What’s Next for Trade?”

Tuesday, May 23, 2017

05:00pm – 07:00pm	Pre-registration Check-in
(Location)	<i>Open to confirmed registrants.</i>

Wednesday, May 24, 2017

07:00am – 11:30am	Registration Check-in
(Location)	<i>Open to confirmed registrants. Onsite registration will be offered.</i>

08:00am – 08:05am	Welcome
(Room Location)	<i>Speaker:</i> Valarie Neuhart, Acting Director, CBP

08:05am – 08:20am	Opening Remarks
(Room Location)	<i>Speaker:</i> Kevin McAleenan, Acting Commissioner, CBP

08:20am – 09:35am	Prioritizing American Prosperity
(Room Location)	<p>This session will discuss trade priorities under the new Administration, the recent trade enforcement Executive Orders, and CBP’s path forward. Panelists will discuss how CBP and the trade industry can work together to effectively enforce and facilitate legitimate trade.</p> <p><i>Moderator:</i> Brenda B. Smith, Executive Assistant Commissioner, OT, CBP</p> <p><i>Panelists:</i> John Leonard, Executive Director, Trade and Policy and Planning, OT, CBP</p> <p>Troy Riley, Executive Director, Commercial Targeting & Enforcement, OT, CBP</p> <p>Jerry Cook, Vice President, Government and Trade Relations, Hanesbrands Inc.</p> <p>Eric Miller, President, Rideau Potomac Strategy</p>

09:35am – 09:50am	BREAK
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9:50am – 11:05am

BIEC Vision

This session will be an overview of plans to continue interagency efforts under the Border Interagency Executive Council (BIEC) to streamline the U.S. Government's import requirements.

(Room Location)

Moderator: Cynthia Whittenburg, Deputy Executive Assistant Commissioner, OT, CBP*Panelists:*

Geoff Powell, President, National Customs and Brokers & Forwarders Association of America (NCBFAA)

Robert Berczik, International Issues Analyst USDA, Food Safety and Inspection Service

Bruce Harsh, Director, Office of Supply Chain, U.S. Department of Commerce

11:05am – 11:20am

BREAK

11:20am – 12:30pm

Driving Global Innovation

The incorporation of innovative technology and new business processes can provide great benefits for the global supply chain in security, facilitation, and risk management. This panel seeks to consider the question of how best to drive innovation and best practices with the international community. Discussion will be scoped around the new innovative initiatives that CBP and industry are exploring such as block chain, universal identifiers, and risk management analytics in the global supply chain. Panelists will discuss best practices and lessons learned from the roll-out of past industry innovations and how such lessons can be applied towards driving and adopting future innovations.

(Room Location)
CBP*Moderator:* Deborah Augustin, Executive Director, Trade Transformation Office,*Panelists:*

Jim McLaughlin, Executive Director, CBP

Alan Cohn, Of Counsel, Steptoe & Johnson LLP and Principal, ADC/Strategy.Works, LLC

Tom Overacker, Assistant Director, Cargo Targeting, CBP

Anil John – Program Manager, Identity & Privacy R&D, DHS Science & Technology Directorate

12:30pm – 2:00pm

Keynote Luncheon

(Room Location)

Speaker:

2:00pm – 2:15pm

BREAK

2:15pm – 2:55pm

WCO E-Commerce

In this session you will hear from the World Customs Organization (WCO) on the work the WCO is doing in the e-commerce arena. The discussion will focus on the efforts to identify challenges and solutions to the quickly increasing world of small packages, and what that means for customs administrations, stakeholders, and consumers.

(Room Location)

Moderator: Ana Hinojosa, Director, Compliance and Facilitation Directorate, WCO

2:55pm – 3:10pm

BREAK

3:10pm – 4:30pm

COAC Town Hall

Panelist will provide insight into how collaboration with CBP and Partner Government Agencies (PGA) have been relevant to the implementation and of key trade priorities.

(Room Location)

Moderator: Valarie Neuhart, Acting Director, CBP

Panelists: Julie Ann Parks, Director, Global Trade Organization Global Business Services – Finance, Raytheon Company

Vincent Iacopella, Executive Vice President
Growth and Strategy, Alba Wheels Up International, Inc.

Adam W. Salerno, Executive Director Global Supply Chain & Trade
Facilitation, U.S. Chamber of Commerce

Michael Young, Vice President of Business Processes and Systems
Orient Overseas Container Line Limited (OOCL USA)

Thursday, May 25, 2017

07:00am – 11:00am

Registration Check-in

(Location)

Open to all confirmed registrants. Onsite registration will be offered.

Breakout Sessions

The following breakout sessions will be offered simultaneously during three different times. The Centers of Excellence and Expertise roundtable discussion will run congruently to each of the breakout sessions and will be available on a first come first serve basis.

08:00am – 09:30am

Centers Roundtable (speed chat format)

North Forum

The Centers of Excellence and Expertise (Centers) will conduct interactive discussions with participants through an individual round-table style format. The Centers will spend time at each table hosting conversations focusing on trade

enforcement, strategic trade processing, industry collaboration, efficiencies gained and account based principles. This is an opportunity to have an up-close and personal discussion around the mission and operational focus of the Centers.

Facilitators: Susan Thomas, Director, OFO, CBP

Lori Whitehurst, Branch Chief, OFO, CBP

Enforcement: How Centers are elevating risk segmentation to the national perspective and how the Ports and Centers interact to achieve trade enforcement initiatives

Judy Staudt, Automotive & Aerospace, ACD, Enforcement

James Snider, Apparel, Footwear & Textiles, ACD, Enforcement

Gary Melofchik, Agriculture & Prepared Products, ACD, Enforcement

Lisa Santan, Fox Pharmaceuticals, Health & Chemicals, ACD, Enforcement

Partnership: How Centers are distinguishing account management vs. account based processing and how cross-education efforts are being achieved.

Michael Dean, Base Metals, ACD, Partnership

Linda Golf, Consumer Products & Mass Merchandising, ACD, Partnership

Jeffrey Saum, Petroleum, Natural Gas & Minerals, ACD, Partnership

Compliance: How Centers are verifying compliance with PTI related programs and developing strategic initiatives to validate trade activities being conducted within their industry sector.

Jorge Garcia, Electronics, ACD, Validation & Compliance

Bob Bekalarski, Industrial & Manufacturing Materials, ACD, Enforcement

Juan Porras, Machinery, ACD, Enforcement

E-Commerce

Today, e-commerce allows for more expedient cross-border transactions, as individual packages shipped directly to consumers around the world now replace traditional 40- foot shipping containers. This ease and expediency provided the opportunity for businesses of all sizes to compete on a global scaler. This panel focuses on the movement and security of e-commerce packages.

Moderator: Ana Hinojosa, Director, Compliance and Facilitation Directorate, WCO

Panelists:

Michael B. Walsh – Director, IPR & E-Commerce Division, OT, CBP

Manuel Garza – Director, Manifest & Conveyance Security Division, OFO, CBP

Donna Cook– Managing Director, FedEx Express
 Shoshana Groves –Chief Executive Officer, Bridge International, Inc.

EAPA Investigations: CBP's New Authority to Combat Evasion

This panel will delve into the newly established Enforce and Protect Act (EAPA) investigations, which pursue allegations of importers' evasion of their antidumping and countervailing duties. In February 2016, Congress provided this new authority for CBP, directing on-the-record, multi-party, and transparent administrative proceedings where parties can both participate in and learn the outcome of the investigation. Since that authorization, CBP has promulgated regulations, established procedures, and begun investigations under this new authority. Panelists will discuss these new procedures and provide updates on how these new investigations have been progressing.

Moderator: Troy Riley Executive Director, Office of Trade, CBP

Panelists:

Carrie Owens Director of Enforcement Operations Trade Remedy Law
 Enforcement Directorate Office of Trade, CBP
 Frederick P. Waite, Of Counsel Vorys, Sater, Seymour and Pease LLP
 Joseph Arcuri, Senior Auditor, Office of Trade, CBP

Small Business Track (3 panels)

What opportunities exist for small business to work with consumers and other businesses? This panel will explore how small business interacts with companies in various industries and what opportunities for small business owners exist in a quickly growing e-commerce arena.

Panel 1: Small Business Resources

This panel will give invaluable insight to the various resources as well as the regulatory fairness rights available to the small business owner. The discussion will offer information on numerous programs offered by the Small Business Administration including guaranteed loans and bonding programs (surety bonds). Learn how to set up a customer base and remain competitive in the ever-changing marketplace through programs offered by Small Business Development Centers (SBDCs) across the United States as well as how to procure contracts with federal government agencies.

Moderator:

Kristine Kassell, Regulatory Fairness Board Ombudsman

Panelists:

Ivette Jorge, Small Business Specialist, Office of Acquisitions, CBP
 Kristian Richardson, Director, U.S. Commercial Service Arizona, Department of Commerce
 Delia Gomez, Trade Specialist, Small Business Administration
 Janice Washington, State Director, America's Small Business Development Center, Arizona Network

Streamlining Processes Track (3 panels)

In the past few years, CBP and the trade industry have collaboratively secured many successes in streamlining trade processes. These panel discussions will solicit feedback on how to move forward outstanding recommendations and new ideas for process improvements important to CBP, importers, brokers, and other trade stakeholders.

Panel 1: Listening Session- Streamlining Processes- Importer

This Session will focus on Importers and their service providers.

Facilitator:

Director Randy Mitchell, Director, Trade Policy and Programs, OT, CBP

Panelist:

Kat Druitt, Director, Financial Solutions Program Management Office, OF, CBP
Tom Gould, Senior Director, Customs & International Trade, Sandler, Travis & Rosenberg, P.A.

Chris Floersch, Manager, Trade Services, Honda

09:30am – 09:45 am

BREAK

09:45am – 11:15 am

Centers Roundtable (speed chat format)

The Centers of Excellence and Expertise (Centers) will conduct interactive discussions with participants through an individual round-table style format. The Centers will spend time at each table hosting conversations focusing on trade enforcement, strategic trade processing, industry collaboration, efficiencies gained and account based principles. This is an opportunity to have an up-close and personal discussion around the mission and operational focus of the Centers.

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Small Business Track

Panel 2: The Business of Small Business

Is there a window of opportunity for Small Businesses to work in conjunction with consumers as well as other businesses? This panel will explore compliance issues, transportation and logistics, as well as national and international business models; delve into the importance of building relationships with other industries in such a rapidly growing E-commerce arena.

Moderator:

Shaun Keller,

Panelists:

Megan Giblin, Director, Customs and Trade Facilitation, United States Council for International Business

Lisa Schimmelpfenning

Al Kaufman, Senior Vice President of Technical Affairs at The Toy Association

Rene Romero, President, Customs Broker and Freight Forwarder, AM-Mex International

Streamlining Processes Track

Panel 2: Listening Session- Streamlining Processes- Customs Brokers

This Session will focus on Customs Brokers and their service providers.

Facilitator:

Director Randy Mitchell, Director, Trade Policy & Programs, OT, CBP

Panelists:

Kat Druitt, Director, Financial Solutions Program Management Office, OF, CBP

Tom Gould, Senior Director, Customs & International Trade, Sandler, Travis & Rosenberg, P.A.

Chris Floersch, Manager, Trade Services, Honda

11:15am – 11:30 am

BREAK

11:30am – 1:00pm

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Small Business Track

Panel 3: What You Need To Know & How to Get It Right

Understanding AD/CVD, PGA requirements, and FTAs; avoiding risks and finding opportunities. Antidumping and Countervailing Duty (AD/CVD), Partner Government Agencies (PGAs), and Free Trade Agreements are important areas in the importing process which can pose added risks and costs to those not involved regularly with these topics. This panel will cover basic concepts related to each topic and share ideas as to how small businesses can avoid pitfalls, risks, and potentially added costs, and can work with CBP to strengthen the compliance and integrity of international trade. Opportunities for small businesses will also be explored such as how PGAs and the One U.S. Government at the Border effort can minimize costs to the trade.

Moderator:

John P. Leonard, Executive Director Trade Policy and Programs

Panelists:

Craig Clark, Director Textiles and Trade Agreements Division

William Scopa, Partner Government Agencies Branch Chief, Office of Trade

Alexander Amdur, Director AD/CVD Policy & Programs Division

Streamlining Processes Track

Panel 3: Listening Session- Streamlining Processes- Carriers, Agents, and Other

This Session will focus on Carriers and their service providers

Facilitator:

Director Randy Mitchell, Director, Trade Policy and Programs, OT, CBP

Panelists:

Kat Druitt, Director, Financial Solutions Program Management Office, OF, CBP
Tom Gould, Senior Director, Customs & International Trade, Sandler, Travis & Rosenberg, P.A.

Chris Floersch, Manager, Trade Services, Honda

Donna Dedeaux, Branch Chief, Cargo and Conveyance Security, OFO, CBP

Jeanne Cardona, Executive Director, Association of Ship Brokers & Agents